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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/664,634	09/19/2003	William B. Arden II	ARD-101US	5073
24314 7590 08/07/2007 JANSSON SHUPE & MUNGER LTD. 245 MAIN STREET RACINE, WI 53403			EXAMINER HOGE, GARY CHAPMAN	
			ART UNIT 3611	PAPER NUMBER
			MAIL DATE 08/07/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Interview Summary	Application No.		Applicant(s)	
	10/664,634		ARDERN, WILLIAM B.	
	Examiner		Art Unit	
	Gary C. Hoge		3611	

All participants (applicant, applicant's representative, PTO personnel):

(1) Gary C. Hoge. (3)_____

(2) John Munger. (4)_____

Date of Interview: 26 July 2007.

Type: a) ☒ Telephonic b) ☐ Video Conference
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☐ No.
If Yes, brief description: _____

Claim(s) discussed: 1.

Identification of prior art discussed: Yochim, Viewables.

Agreement with respect to the claims f) ☐ was reached. g) ☒ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

/Gary C. Hoge/ Gary C. Hoge, Primary Examiner
Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: We discussed potential problems with the rejection. Mr. Munger suggested that because of the elongated nature of Yochim, putting handles in the middle of it might not open the whole clip because it might be too flexible. The Examiner still considers the combination to be feasible. Mr. Munger also suggested some possible new claim limitations, such as, calling the indicia "advertising indicia," reciting that there is adhesive on all three sides of the label and indicia on all three sides, and reciting the approximate proportions of the binder clip. The Examiner indicated that calling the indicia "advertising indicia" would have no effect on the rejection, and pointed out that Viewables has adhesive on all sides and indicia on all three sides .